Rating

0.00

0.00

Net Amount

\$46,112.50

## ORDER

Orders Order / Rev: 69326 /Brad Alt Order #: Product Desc: Americans for Prosperity WHP-TV CBS21 Estimate: Flight Dates: 11/01/12 - 11/05/12 Primary AE: Millennium Washington DC **MNAT** Original Date / Rev: 10/31/12 / 10/31/12 Sales Office: Order Type: **GENERAL** Sales Region: National **Mentzer Media Services** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 600 Fairmount Ave Billing Cycle: EOM/EOC Towson, MD 21286 Agency Commission: 15% Advertiser **Americans for Prosperity** Name: A35+ Demographic: New Business Thru: **Product Codes:** Issues/Propositions Order Separation: 00:15:00 Priority: P-1 Advertiser External ID: Revenue Codes: AGY, POL-ISS, GEN Agency External ID: Bill Plan **Totals** 

Millennium Washington DC

**End Date** 

Start Date

10/29/12	11/05/12	28	\$54,250.00	\$46,112.50	November 2012	28	\$54,250.00	\$46,112.50
					Totals	28	\$54,250.00	\$46,112.50
Account E	ecutives							
Account Ex	xecutive	Sales Office	Sales Region	Start Date / E	nd Date	Order %		

Start Of Order - End Of Order

Month

November 2012

# Spots

100%

28

Gross Amount

\$54,250.00

Net Amount

Order Share	Share	Total
WHP-TV CBS21	28%	\$54,250.00
Market	100%	\$193,750.00

# Spots

Gross Amount

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$139,500.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHP	11/01/12	11/02/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	TF	1:00	2	\$900.00 P-1	0.00 NM	2	\$1,800.00
	Romney												
N 2	WHP	11/01/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	СМ	5p-530p	TF	1:00	2	\$650.00 P-1	0.00 NM	2	\$1,300.00
	Romney												
	Star	t Date	End Date		pots/Week	Rate	Rating						
W	eek: 10/2	29/12	11/04/12	TF	2	\$650.00	0.00						
N 3	WHP	11/01/12	11/02/12	M-F 530p-6p News	CM	530p-6p	TF	1:00	2	\$650.00 P-1	0.00 NM	2	\$1,300.00
				CBS 21 News at 53	0p								
	Romney												
	Star	t Date	End Date	Weekdays S	pots/Week	Rate	Rating						
W	eek: 10/2	29/12	11/04/12	TF	2	\$650.00	0.00						

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Order / Rev: 69326 Advertiser: Americans for Prosperity

Romney

Alt Order #: /Brad Product Desc: Americans for Prosperity WHP-TV CBS21

Flight Dates: 11/01/12 - 11/05/12 Estimate: 72

	_				_		
Ln Ch Start End		Start/End T		Len Spot		Rtg Type Spots	
N 4 WHP 11/01/12 11/02/12  Romney	M-F 6p-630p News CM CBS 21 News at 6p	6p-630p	TF	1:00	2 \$800.00 P-1	0.00 NM 2	\$1,600.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	Rate \$800.00	Rating 0.00				
N 5 WHP 11/01/12 11/02/12	M-F 7p-730p CM M-F 7p-730p	7p-730p	TF	1:00	2 \$3,000.00 P-1	0.00 NM 2	\$6,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	Rate \$3,000.00	Rating 0.00				
N 6 WHP 11/01/12 11/02/12	M-F 730p-8p CM M-F 730p-8p	730p-8p	TF	1:00	2 \$4,000.00 P-1	0.00 NM 2	\$8,000.00
Romney <u>Start Date</u> Week: 10/29/12  End Date  11/04/12	Weekdays Spots/Week	Rate \$4,000.00	Rating 0.00				
N 7 WHP 11/01/12 11/01/12	Thu Reg 2 CM Thu 9p-10p	9p-10p	T	1:00	1 \$9,000.00 P-1	0.00 NM 1	\$9,000.00
Romney <u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	<u>Rate</u> \$9,000.00	Rating 0.00				
N 8 WHP 11/03/12 11/03/12	SEC Day Game CM SEC Football Day Game	Various	S-	1:00	2 \$1,000.00 P-1	0.00 NM 2	\$2,000.00
Romney <u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	Rate \$1,000.00	Rating 0.00				
N 9 WHP 11/03/12 11/03/12	Sa 7p-730p CM Sa 7p-730p	7p-730p	S-	1:00	1 \$950.00 P-1	0.00 NM 1	\$950.00
Romney <u>Start Date</u> Week: 10/29/12  End Date  11/04/12	Weekdays Spots/Week	<u>Rate</u> \$950.00	Rating 0.00				
N10 WHP 11/03/12 11/03/12	Sat Reg 2 CM Sat 9p-10p	9p-10p	S-	1:00	1 \$1,600.00 P-1	0.00 NM 1	\$1,600.00
Romney <u>Start Date</u> Week: 10/29/12	Weekdays Spots/Week	Rate \$1,600.00	Rating 0.00				
N11 WHP 11/03/12 11/03/12	Sa 11p-1130p News CM CBS 21 News 11p	11p-1130p	S-	1:00	1 \$800.00 P-1	0.00 NM 1	\$800.00
Romney <u>Start Date</u> Week: 10/29/12	Weekdays Spots/Week	<u>Rate</u> \$800.00	Rating 0.00				
N12 WHP 11/03/12 11/03/12	Sa 1130p-1230a CM Sa 1130p-1230a	1130p-1230a		1:00	1 \$170.00 P-1	0.00 NM 1	\$170.00
Romney N13 WHP 11/03/12 11/04/12	Sa-Su 6p-630p News RotM CBS 21 News at 6p	6p-630p	SS	1:00	2 \$590.00 P-1	0.00 NM 2	\$1,180.00
Romney <u>Start Date</u> Week: 10/29/12 <u>End Date</u> 11/04/12	Weekdays Spots/Week	Rate	Rating 0.00				
N14 WHP 11/04/12 11/04/12		\$590.00 9a-1030a	S	1:00	1 \$950.00 P-1	0.00 NM 1	\$950.00
Romney <u>Start Date</u> Week: 10/29/12	Weekdays Spots/Week	Rate \$950.00	Rating 0.00				
N15 WHP 11/04/12 11/04/12	•	7p-8p	S	1:00	1 \$8,500.00 P-1	0.00 NM 1	\$8,500.00
Romney <u>Start Date</u> Week: 10/29/12 <u>End Date</u> 11/04/12	Weekdays Spots/Week	Rate \$8,500.00	Rating 0.00				
N16 WHP 11/05/12 11/05/12	M-F 5p-530p News CM CBS 21 News at 5p	5p-530p	M	1:00	1 \$650.00 P-1	0.00 NM 1	\$650.00

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Order / Rev: 69326 Advertiser: Americans for Prosperity

Alt Order #: /Brad Product Desc: Americans for Prosperity WHP-TV CBS21

Flight Dates: 11/01/12 - 11/05/12 Estimate: 72

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount N16 WHP 11/05/12 11/05/12 M-F 5p-530p News СМ 5p-530p 1:00 \$650.00 P-1 0.00 NM \$650.00 CBS 21 News at 5p Romney Start Date Spots/Week **End Date** Weekdays Rating Rate Week: 11/05/12 11/11/12 M- - - - -0.00 \$650.00 N17 WHP 11/05/12 11/05/12 M-F 530p-6p News СМ 530p-6p M- - - - -1:00 \$650.00 P-1 0.00 NM \$650.00 CBS 21 News at 530p Romney Rating End Date Weekdays\_ Start Date Spots/Week Rate Week: 11/05/12 11/11/12 M- - - - -\$650.00 0.00 N18 WHP 11/05/12 11/05/12 M-F 6p-630p News 1:00 \$800.00 P-1 6p-630p M- - - - -0.00 NM \$800.00 CM 1 CBS 21 News at 6p Romney **End Date** Start Date Weekdays Spots/Week Rating Rate M- - - - -Week: 11/05/12 11/11/12 \$800.00 0.00 N19 WHP 11/05/12 11/05/12 M-F 7p-730p СМ 7p-730p M- - - - -1:00 1 \$3,000.00 P-1 0.00 NM \$3,000.00 M-F 7p-730p Romney Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 11/05/12 11/11/12 M- - - - -1 \$3,000.00 0.00 N20 WHP 11/05/12 11/05/12 M-F 730p-8p СМ 730p-8p M- - - - -1:00 1 \$4,000.00 P-1 0.00 NM \$4,000.00 M-F 730p-8p Romney Start Date Weekdays Spots/Week Rating **End Date** Rate M- - - - -Week: 11/05/12 11/11/12 1 \$4,000.00 0.00

Totals 28 \$54,250.00